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Federal Communications Commission
Office of the Secretary

July 10, 2008

By Hand-Delivery

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
236 Massachusetts Avenue, N.E.
Suite 110
Washington, D.C. 20002

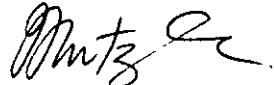
Re: Report; MB Docket No. 07-148; Cox Wireless, Inc.

Dear Ms. Dortch:

On behalf of Cox Communications, Inc. and Cox Wireless, Inc. (collectively, "Cox"), and pursuant to Section 27.20 of the Commission's rules, 47 C.F.R. § 27.20, enclosed herewith are an original and two copies of Cox's Digital Television Transition Education Report for the second quarter of 2008.

Thank you for your attention to this matter. Kindly contact the undersigned counsel if you have any questions regarding the foregoing.

Sincerely,



Gary S. Lutzker
Counsel for Cox Communications, Inc. and
Cox Wireless, Inc.

GSL/cmf
Enclosures

cc: Lauren Van Wazer, Esquire
Jennifer Hightower, Esquire
Alysia Long, Esquire

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JUL 10 2008

Federal Communications Commission
Office of the Secretary

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of

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DTV Consumer Education Initiative

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MB Docket No. 07-148

**REPORT ON DTV CONSUMER EDUCATION EFFORTS BY
COX COMMUNICATIONS, INC. ON BEHALF OF COX WIRELESS, INC. FOR
QUARTER ENDING JUNE 30, 2008**

On March 3, 2008, the Commission released a Report and Order (the “DTV Education Order”) implementing requirements for consumer education regarding the digital television transition (the “DTV transition”) for a broad range of stakeholders in the transition.¹ Included among the varied stakeholders identified were winners in the 700 MHz spectrum auction, which, as beneficiaries of the analog broadcast spectrum to be recovered by the Government, are deemed to have a significant interest in a successful DTV transition. The Commission’s DTV Education Order requires the winning bidders in the 700 MHz spectrum auctions (Auctions 73 and 76) to report quarterly on the consumer education efforts being undertaken on the DTV transition.

Cox Wireless, Inc. was granted spectrum through the 700 MHz auction on June 26, 2008. As a new wireless spectrum holder, Cox Wireless, Inc. does not yet have a wireless product that can be leveraged to provide consumers information regarding the DTV transition. However, Cox Wireless, Inc. is uniquely positioned because its parent entity, Cox

¹ DTV Consumer Education Initiative Report and Order, 23 FCC Rcd 4134, MB Docket No. 07-148 (rel. Mar. 3, 2008).

Communications, Inc. ("Cox"), is the nation's 3rd largest cable operator, and has implemented numerous consumer education efforts across the various cable television systems that it operates in 18 states, as set forth below.

Customer Bill Information Inserts

Under the Commission's DTV Education Order, cable operators and other MVPDs are required to provide monthly notices about the digital transition in their customers' bills, starting April 30, 2008 and continuing through March 2009. Consistent with this Order, Cox's cable systems are providing the monthly billing messages to all of its subscribers across all of its services, including video, high-speed Internet, and telephone.

Television Public Service Announcements

Apart from the mandated bill inserts, Cox has voluntarily implemented a variety of education efforts which include a combination of television spots targeted to its broad customer base and efforts tailored to specific segments of its various markets. As the Commission recognized in the Further Notice on the DTV Education Order, the cable industry is "engaged in a '\$200 million digital TV transition consumer education campaign, highlighted by English and Spanish language television commercials.'"² For Cox, this translates into approximately \$5,000,000 worth of commercial airtime utilized on its cable systems over the last calendar quarter for these educational spots about the broadcasters' transition to digital.

In addition to the national industry campaign, in June 2008, Cox began airing across its various markets DTV transition television spots that Cox has created. These spots provide a three-pronged message to customers (1) reassuring them that TVs connected to Cox require no

² DTV Consumer Education Initiative, Order on Reconsideration and Further Notice of Proposed Rulemaking, 23 FCC Rcd 7272 at ¶ 19, MB Docket No. 07-148 (rel. Apr. 23, 2008), citing DTV Consumer Education Initiative Report and Order.

action and will have uninterrupted service after the digital transition, (2) advising them to connect all TVs in their home, and (3) encouraging them to educate their friends, neighbors and relatives about the DTV transition. These television spots are available for our systems to run in English and/or Spanish. Cox is also producing and airing in some markets special DTV transition programming segments on local Cox-branded and programmed channels, along with informational programming accessible on Cox's OnDemand service.

Website Tutorials

Cox has also created web content in both English and Spanish to educate cable consumers about the DTV transition that customers and other interested parties may access at www.cox.com, the primary public internet site for Cox. This website highlights all of the digital transition options for consumers relying on analog over-the-air television, including connecting TVs to cable, purchasing a new TV with a built-in digital tuner and purchasing a broadcast converter box to use with an analog TV. The www.dtvtransition.org website and the toll free government-published consumer information telephone number are also referenced in this content. During the April 28 – May 25, 2008 timeframe, there have been over 15,000 unique visitors to the cox.com site.

Print Materials

Similar to the web content, Cox is distributing at its retail locations customer brochures (available in both English and Spanish) entitled "Understanding the Digital Transition" which explain the DTV transition and its purpose, as well as the steps that may be necessary for consumers to prepare for the transition. Both the cox.com and dtvtransition.org websites are referenced in the brochure.

Media Relations

Cox has utilized other media outlets across various markets for its messaging on the DTV transition. For example, Cox Hampton Roads in Virginia has published local op/eds in two major daily papers. Cox's New England system in Connecticut has also submitted newspaper op/eds and provided a DTV transition education segment on a local public affairs show.

Community Relations

Many Cox systems have reached out to numerous community groups for meetings and presentations on the DTV transition. In Omaha, Nebraska, Cox partnered with local broadcasters on a town hall meeting with Congressman Lee Terry. In Arkansas, Cox has conducted Q&A sessions for seniors at community churches and presented at planned community homeowners association meetings. Cox's New Orleans, Louisiana and Roanoke, Virginia systems have also done extensive community outreach through presentations to civic groups and associations.

Government Affairs

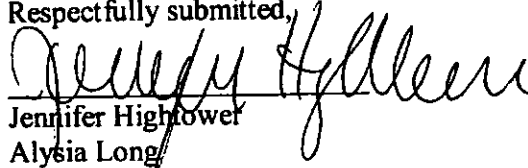
Cox has also engaged federal, state, city and county government officials to provide information that they may need as they respond to consumer inquiries regarding the digital television transition. Cox provided an informational session and many of the materials referenced in this report to Congressional staffers in June 2008. And at the state and local levels, Cox systems have met with state senators and representatives, local city councils, county officials and franchising authorities to keep them abreast of our education efforts.

CONCLUSION

Over the past quarter, Cox has devoted substantial resources towards educating its customers and other consumers on the impact of the upcoming DTV transition. In particular, Cox cable systems throughout the country have carefully considered the specific needs of its

communities and tailored its outreach to address in the most meaningful ways both the community at large and those segments in need of targeted communications. Cox will continue its efforts over the upcoming months leading up to the DTV transition.

Respectfully submitted,



Jennifer Hightower
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July 10, 2008